

**Store
hours**
9 to 5:30

your own small parcels
You can help a great deal by carrying
Now, during the busy Christmas shopping days, when the delivery facilities of this store and other stores are sorely taxed, you can render great service by carrying small parcels. By so doing you aid in assuring the prompt delivery of larger bundles.

R. X. Macy & Co. Attractions are Prices—Quality—Service
Macy's
Herald Square, New York, 34th to 35th St.
We Sell Dependable Merchandise at Prices Lower Than Any Other Store, but for Cash Only

Shop with a Blue "Will-take" Transfer Card

At this time of busy Christmas buying, an inestimable shopping convenience is afforded our patrons in the form of the Blue Transfer Card. With this card you can make several purchases without money transaction. When through shopping proceed to the Main Floor Desk, where you make payment for ALL your purchases and find them there conveniently packed ready for you to take home.

**Store
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9 to 5:30

Fur coats and wraps and separate furs

Net blouses which are copies of French models Special \$4.69 Special



Prettily styled, with the touches which distinguish imported models, these blouses are made of dainty and durable nets.

Short sleeves fancied by Paris; all are marked by originality and charm. Sizes 34 to 46.

485 Net Blouses, special at \$3.69
In different styles—all will make very desirable Christmas gifts.
Macy's—Third Floor, 34th Street.

Dress goods

Practical and appropriate gifts

Embroidered French twill serge, a most desirable shade of blue, new designs and beautiful color combinations. The cloth is 48 inches wide and can be matched in the plain material if desired.

Boxed upon request.

\$5.49 to \$8.29 yd.

Seal plushes, beaver plushes and a great variety of fancy fur cloths in lengths for stoles, muffs, capes and trimming.

All at very much reduced prices.

Macy's—Second Floor, 34th Street, Front.

THIS season, more than ever, the problem of buying furs involves three qualities—smartness, beauty and dependability.

Pre-eminently, our furs are distinguished by their unchallengeable reliability. They have about them, too, the latest features of the winter mode, its chic and richness.

The prices, furthermore, are moderate.

Coats, coatees, dolmans and wraps

Hudson seal	from \$194.00
Mink	from \$574.00
Kolinsky	from \$648.00
Nutria	from \$249.00
Mole	from \$274.00
Civet cat	from \$189.00
Squirrel	from \$289.00
Raccoon	from \$194.00
Otter	from \$249.00
Beaver	from \$359.00
Jap Mink	from \$396.00
Marmot	from \$198.00
Jet	from \$124.00
Lynx cat	from \$98.75

Neckpieces and scarfs

Raccoon	\$16.74 to \$79.75
Squirrel	\$24.74 to \$79.75
Nutria	\$19.74 to \$84.75
Hudson seal	\$16.74 to \$69.75
Skunk	\$29.75 to \$119.00
Fox	\$44.75 to \$94.75
Wolf	\$28.75 to \$49.75
Beaver	\$34.75 to \$94.75
Mole	\$39.75 to \$49.75
Lynx	\$48.75 to \$124.00
Mink	\$16.74 to \$119.00

Muffs to match the above pieces, from \$19.74 to \$224.00.

Stoles, capes and capelettes in Hudson seal, skunk, mole, squirrel, nutria and beaver, \$69.75 to \$329.00.

Hudson seal is dyed muskrat.

Macy's—Third Floor, Front.

Lining remnants

priced for quick clearance

Cotton back satin in plain, brocade and fancy effects, printed poplin, plain Venetian, plain and fancy sateen, plain percaline, mull and lawn.

A good variety of desirable lengths at reduced prices ranging from

39c to \$1.98 yd.

Macy's—Lining Dept., Fourth Floor, Front.

Wish him "Merry Christmas" with a smoking jacket, \$13.28

(including luxury tax)

and it will be a Merry Christmas for him—merry in anticipation of the many happy evenings in his den, with a pipeful of his favorite smoke, a good book, his slippers—and his smoking jacket! Made of smooth finished, double-faced fabrics in notched collar and one frog style; also in two frog shawl collar model; in blue, brown, gray or maroon. Sizes 36 to 46, stouts included.

Other coats up to \$30.88 (including luxury tax).

Macy's—Fifth Floor, Front.



Blankets and comfortables as Christmas gifts

DURING the war, the lesson of "useful gifts" was learned. Now, the influence of the war and its lessons are felt. Practical gifts are still desirable gifts and it is for that reason that we can safely recommend the attention of Christmas Shoppers to the offerings of the Bed Coverings section. Here all grades of merchandise are sold in large and varied assortments at lowest-in-the-city prices:

Blankets, from \$2.94 to \$53.00, in 46 different grades.

Comforters with cotton filling, from \$2.59 to \$9.89.

Comforters with wool filling, from \$8.94 to \$13.89.

Satin Comfortables, wool filled, full size, \$19.94 to \$35.75.

Silk Comfortables, wool filled, \$15.49 to \$32.75.

Plain Satin Comfortables, hand stitched, full size, \$45.50.

Macy's—Basement, 34th Street, Rear.

Light cut glass

for the Christmas dinner table

500 Cider or water sets, consisting of one tankard and six tumblers. An attractive design of daisies is cut on each piece.

Regular price \$2.24 set.

Special \$1.49

300 Cheese and cracker dishes, consisting of two pieces, with dainty floral design cut on each piece.

Regular price \$1.89

Special \$1.49

Macy's—Basement, 34th Street.

Bleached muslin sheets and pillow cases at special prices

Macy's Perfection Sheets, known for their durability and service, full bleach, seamless.

A limited quantity.

Size before hemming:	Regularly	Now
Sheets 54 x 90,	1.74	\$1.49 each
72 x 90,	2.19	\$1.79 each
81 x 90,	2.39	\$1.98 each
Cases 45 x 38 1/2,	64c	59c each

Bluebird embroidered envelope cases, neatly worked in white and blue, on good quality muslin.

Regularly \$1.19 each. Special 89c each

Macy's—Basement, 34th Street, Rear.

Black silks

specially priced for Christmas gifts

Black charmeuse de luxe

A fine quality of black satin, 40 inches wide.

regular price, \$3.90.

\$3.49 yd.

Black dress satin

Good quality, medium weight, yarn dyed, 39 inches wide.

\$2.59 yd.

Macy's—Silk Dept., 2d Fl., 35th St.

Christmas gifts for a man who smokes

A good cigar is more than "just a smoke"

Merode—perfectos—box of 50,	\$3.74
box of 25,	1.98
Mi Hogar—Perfecto Royal—box of 50,	5.48
box of 25,	2.74
Lucella—Puritans—Extra, box of 50,	4.96
Optimo—Perfectos—box of 25,	3.49
Optimo—Presidents—can of 50,	6.49
Admiration—Bontons—box of 25,	2.97

A humidor for his cigars' sake

from \$6.94 to \$74.50

Smokers' stands from \$2.74 to \$26.50

Cigarette holders

in leather cases—holders have gold-plated bands; for oval shaped cigarettes.

\$2.97, \$3.96 and \$4.96

Luxury tax 5% additional

French briar pipes for pipe dreams, in leather cases; have bakelite mouthpieces, straight or bent; \$2.49. Other pipes up to \$6.94.

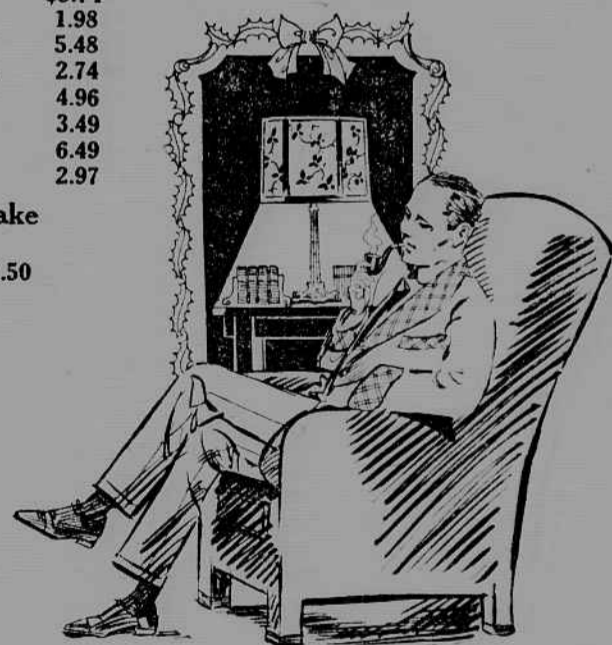
Luxury tax 5% additional

Leather tobacco pouches

rubber lined, \$1.49, \$1.74 and \$1.98.

Try Us For His Favorite Smoke!

Macy's—Main and Fifth Floors, 35th Street.



The upholstery department is a little world of gifts for the home, many unusual and all beautiful

bed spreads and bolster covers

of the finest quality drapery scrim, made exquisitely lacy with rich, hand made edgings, insertions, hand embroideries and fillet medallions. There are 19 sets, 11 styles, 84 inches wide and 104 inches long.

Because these sets have become slightly soiled, they are reduced, 1/3 less than our regular prices.

Regular prices were \$54.50 to \$77.50 per set.

Special prices are \$40.75 to \$58.25.

Bed Spreads

Lacet and Marie Antoinette lace spreads, rich designs on good quality net. \$12.49, \$14.49, \$17.49, \$23.74 per set. Scrim spreads trimmed with lace, medallions and drawn work. \$22.49, \$26.50 and \$32.50.

Cushions Priced from \$3.96 to \$22.50

Cushions of every kind, plump ones, round ones, soft ones and square ones. Little ones to tuck behind grandma's head in the great chair, soft ones to cuddle into corners, brightly colored ones to add a note of gaiety to a somber colored couch. They are made of almost every kind of material and many combinations.

Table and piano scarfs

Art silk, \$2.97 to \$5.94; of metallic tapestry, \$16.24; and others, \$12.24 to \$37.50. Some have softly blended colors, some are gay and rich.

Macy's—Fourth Floor, 35th Street, Rear.

Domestic rugs

Figured Velvet Rugs

27 in. x 54 in.,	5.48
36 in. x 72 in.,	7.34
6 ft. x 9 ft.,	32.25

Axminster Rugs

27 in. x 54 in.,	4.89
36 in. x 63 in.,	8.74
9 ft. x 12 ft.,	53.75

Tapestry Brussels Rugs

9 ft. x 12 ft.,	\$37.25 and \$39.75
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Plain colored carpets at \$2.74, \$2.98 and \$3.74.

We are also showing a complete line of Printed and In-laid Linoleums, and plain colored linoleums, browns and greens and gray jasper effect.

Macy's—Fourth Floor, 35th Street, Front.

For dainty Christmas gifts hand embroidered Japanese negligees

kimonos and mandarin house coats

Gracefully patterned with hand-embroidered peach petals, asters, slim sprays and leaves, these robes are silken webs of the charm of the Orient.

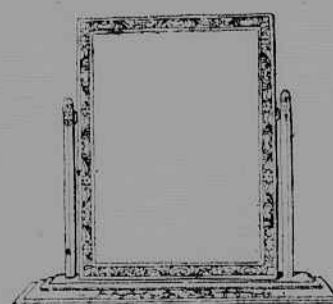
mandarin robes at \$9.74 (tax 23c)

Just 67 of these quaint little coats of habutai silk, with their picturesque box lines; all colors.

Japanese kimonos at \$9.74

A collection of 107 kimonos, hand-embroidered in flower designs, and gay with butterfly sleeves and silken sashes. In rose, Copenhagen, light blue, lavender, navy and black.

Macy's—Third Floor, Centre.



A useful and decorative gift

150 swing photograph frames

\$1.89

regular prices \$2.97 to \$3.96. Attractive in line and design, these frames are finished in gold bronze.

In sizes 5x7, 6x8, and 7x9 in. Price includes the frame complete with glass and back.

Macy's—Main floor, Silverware Dept., Broadway Front.